

## News

October 24, 2018

### **Arysta LifeScience Iberia at Fruit Attraction in Madrid**



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**ARYSTA LIFESCIENCE IBERIA WILL PARTICIPATE IN THE NEXT EDITION OF FRUIT ATTRACTION IN MADRID FROM THE 23RD TO THE 25TH OCTOBER.**

Organised by IFEMA and FEPEX, Fruit attraction is an international Trade Show for the Fruit and Vegetable Industry. More than 1,600 exhibiting companies and 70,000 professionals from 120 countries will gather in Madrid, Spain, from Tuesday 23 to Thursday 25 October, at a key time for planning fruit and vegetable sales campaigns. Fruit Attraction 2018 will celebrate its 10th anniversary.

Come and visit us at our booth on hall 10, 10F13A and find out more about our ProNutiva programme on apple, table grapes and lettuce.

**ProNutiva, an integrated crop health solution enhancing farmer economics.**

**Please find below the detailed programme for the 24th of October:**

11am -11.30am: PRONUTIVA APPLE

**New spray programs on apples: experience of the leading producer country in Europe, Poland.**

11.30am - 12am: PRONUTIVA CONCEPT  
12am - 1pm: PRONUTIVA TABLE GRAPES

**Main challenges of table grape crop and its export.**

1pm - 2pm: PRONUTIVA LETTUCE

**Main challenges of lettuce crop and its export.**

For more information regarding Fruit Attraction: <http://fruitattraction.com/en/home/> [1]

If you have any questions please contact: [Clara.NARRILLOS@arysta.com](mailto:Clara.NARRILLOS@arysta.com) [2]

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**Links**

[1] <http://fruitattraction.com/en/home/>

[2] <mailto:Clara.NARRILLOS@arysta.com>